

Developing and Managing Digital Projects

Digital project outline and cost factors: planning for success

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1. Program goals: (State the overall digital program goals)
2. Audience: (State the target audience)
3. Stakeholders: (List the key stakeholders and project participants)
4. SMART Digital Project Planning:
 - i. Specific audience and users
 - ii. Measurable goals
 - iii. Timeframe defined
 - iv. Selection realistic
 - v. Preservation actionable
5. Project Funding:
6. Grants and project funding: Total amount needed
7. Organization operating funds: Total amount available
8. Collection Materials: (Estimate cost of activities)
9. Selection:
10. Copyright, rights, permissions, legal issues
11. Metadata scheme: (Estimate cost of activities)
12. Finding aids on-hand
13. Metadata templates
14. Data conversion
15. Digital delivery method: (Estimate cost of activities)
 - i. Access – Web development
 - ii. Retrieval – Search functionality
16. Digitization: vendor or in-house or combination of both methods (Estimate cost of activities)
17. Scanning techniques and practices: (Estimate cost of activities)
18. Scanning Preparation
19. Minimum standards
20. Quality control
21. Equipment choices: (Estimate cost of acquisition)
22. Software choices: (Estimate cost of licensing)
23. Preservation and Sustainability Plan: (Estimate cost of activities)
 - i. Storage
 - ii. Sustainability
24. Public Relations & Marketing
 - i. Produce flyers

Kona Valley Digitization Project

Sample Digitization Program BUDGET detail:

(assumptions & approximations, none of these prices & costs is actual)

Staff and hourly worker costs:

1. Permanent staff time projected salary and benefits: Two permanent staff will contribute time to support the project. Monthly sum reflects contribution of organization to project costs.
2. Project staff paid for with grant funding. Two project staff will be paid for half-time work.
3. Cost of time for research: Training time and supervision of work. One student worker hourly wages, \$8.75 per hour for 40 hours per month.
4. Cost of volunteers/students: Training time and supervision of work. A variety of student workers and volunteers will perform project work each month. \$1500 per month = approx. 200 hours per month @ \$7.50 per hour.
5. Training costs: Two staff trained in February. Four staff trained in May. Training fees and expenses.
6. Cost for quality control activities: Training time and supervision of quality work. Seven months of quality control work for trained worker. 114 hours per month @ \$8.75 per hour.

Costs for equipment:

7. Purchase or lease of scanning equipment. None projected, scanning to be done by a vendor.
8. Purchase of server. Estimate: \$4,500
9. Purchase of digital asset management software: Level one license for CONTENTdm = \$9,800
10. Database or web application software. License for Dreamweaver = \$750
11. Purchase of image editing software. License for Corel Pagemaker = \$250

Costs for contract or vendor activities:

Cost of scanning - Per page or per item cost:

12. Project 5000 items or text pages scanned @ \$1.00 per item. Rough planning costs of \$1.00 per page or item for basic scanning. Refined by a scanning vendor cost estimate. Custom quote based on the type of materials and the project needs should be conducted for cost comparison even when in-house scanning is planned.
13. Web development or design: \$3000 contract for web design. Or hire skilled student worker.
14. Programming for enhanced functions. None needed, will be covered in web design contract.
15. Metadata conversion: Contract for metadata enhancement for 5000 records relating to digitized items. Estimated cost: \$6200 or \$1.25 per record

Preservation costs:

16. Re-housing collection materials: Purchase of \$300 in archival quality supplies to re-house items.
17. Data migration: No costs anticipated for first year of digital program.
18. Backup plans: Purchase of archival quality CDRoms for storage of scanned materials. CDR-A @ \$8 per disk or DVD @ \$40 per disk. \$100
19. De-accession plan: \$160 for staff to write a plan for de-accession of digitized collections. 5 hours @ \$32 per hour.

Marketing costs:

20. Donated costs for development and production of a flyer about the new project web site. Project value of donation at \$1160. Donated time @ \$1000 for design. \$160 for printing of color flyer 1600 flyers @ .10 each.